

MY SEX TOY STORY

■ **EXCLUSIVE** by **AINE BONNER**

MEET the Irishman who designs and tests sex toys for a living — his latest offering being a prostate massager that's proving popular in Dublin, Offaly and Kildare.

Seb Cox (45) — who's originally from just outside Dublin and has "very little formal education" — is also a tantric masseuse and has won an Erotic Award in Britain for his services to the sex industry.

Intimate

In an exclusive interview with *The Star*, Seb describes himself as "a closet heterosexual" but gives intimate massages to men and women.

Irishman's creations are flying off the shelves



INVENTOR OF PLEASURE: Seb Cox knows his stuff

Seb — who works for pleasure product retailer Nexus — revealed that the biggest kick he gets out of his line of work is walking into a sex shop anywhere in the world and seeing his designs.

And when asked about a typical day in his life, he joked: "I stopped doing typical days in the 1970s. I'm a freelance sex toy designer."

As for how people react when he tells them what he does for a living, he said: "I start by telling them that they won't believe me if I tell them. When I do tell them, they say, 'I don't believe you!'"

Tantric

Despite moving to Britain as a youngster, Seb is very proud of his Irish roots and when asked how he comes up with his ideas and designs, he said: "I usually go to the local pub, drink several pints of Guinness, come home, play my Mary Coughlan CDs and do some simple drawings."

"I have a good night's sleep and continue with the drawings after a full Irish breakfast."

Asked whether he tests the products himself, he revealed: "I like to spend an hour everyday doing some tantric meditation — it's a great opportunity for me

to test new designs and concepts."

And when probed on whether he brings his work home with him, he said: "My work is my home."

A product by Seb usually takes around three months to fully develop, from the concept to the end result, and so far he's created about five.

He revealed: "My favourite is the Nexus Vibro, because of its amazing vibrations."

Nexus — which sells its toys in sex shops here in Ireland and on its website www.nexusrange.com — has recently launched Seb's latest creation, the Nexus Revo, which is a prostate massager.

The Nexus Revo is already proving popular here in Ireland, according to a spokesperson for the company, who says most of the Revos have been shipped to either Offaly, Kildare or Dublin.

The Revo massages both internally and externally and is suitable "for male users of all levels", according to the company.

Seb reckons it will be hugely popular here because "Irishmen are very experimental in exploring sexual pleasure".



**Making
sweet**